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The Impact of Men Empowerment in Apparel Industry

Heshani Jayasekara#, Hasini Fernando, APM Shehan, and DR Perera

Department of Management and Finance, Faculty of Management, Social Sciences and Humanities,
General Sir John Kotelawala Defence University

#heshanijayasekara2@gmail.com

Abstract: Increase in the female employees and their contribution towards traditional sectors and hierarchical administrative level to operational level is the new trend in the world. This is becoming regular in Sri Lanka as well. According to the Sri Lankan Census and Statistics reports, they consider that the male employment in apparel industries in Sri Lanka is lower than the female employment, and the major share of the Sri Lanka's apparel industry work is provided by female workers. This research was carried out to examine the portion of male employees in Sri Lanka engaged in the apparel industry, to identify the reasons for decrease of male employees in the apparel industry and to propose corrective actions that can be taken to empower and engage male employees in the apparel industry. In order to achieve those objectives, the researchers used the KSA Learning theory as the primary theory. Knowledge, skills, attitudes are the three main variables of the theory, and the job suitability is taken as the Mediating variable to prove the conceptual model, the researcher used significant value testing of reliability, validity, regression and coefficients. The hypotheses were proven with significance. The research study was based on the deductive approach and the quantitative analysis method was used. Data were collected through a structured questionnaire based on a sample of 175. The implications of the study benefit apparel companies, potential employees specifically males, and HR policy regulators.

Keywords: KSA, Job suitability, Men empowerment

Introduction

Problem Statement

When scrutinizing about how Sri Lankan men in young adulthood, the research detected that the men in youth is now leaning into unemployment or employed in to a job which is not permanent or reputed by the society and they relinquish their academics on top. And the youth is now tending to engage in illicit deeds such as drug abusing, loitering and also some of them become a victim of men trafficking by abyss.

The research which has done previously depicts that the Sri Lankan women and men who are employed in apparel industry work in a range of factories. The majority of women employment in the textile and garment industries and the men employment is lacking there. The most of previous researches are done to empower women and most of them are divulging on the impacts on women and women empowerment in the various industries.

Sri Lanka has also done many researches based on women employment but there are few Number of researches that have done on this topic.as there are very rare number of researches have done in Sri Lanka an empowerment of men in apparel industry, this research is mainly focus on men empowerment in apparel industry. In the apparel industry not only very sporadic contribution of men can be seen. The Problem is that, in the apparel industry

there are more than 350000 employees both men and women are toiling in the apparel industry. From that much toilers the majority is women employment and the contribution of male employment is low in the apparel industry collating to women employment in apparel industry and the research is aiming to fill that gap by recruiting men into apparel industry who are not working, who are engaging in the illicit work in the abyss and the ones who are doing unsafe, unaccepted and uninsured jobs.

Research gap

The majority of the researches and reports related to this area inspected the elements that spread diverse subject related occurrences in regards to the topics like, how women are empowering in apparel sector in Sri Lanka and increasing of the employment base of the women in apparel industry.

Somehow the certain amounts of researches focus on the gender imbalance in employment sector of the apparel industry. But they are not considering about the main role of men empowerment. As an example, The Gender Imbalances in the Export Oriented Garment Industry in Bangladesh which research made in Bangladesh that explained the how the employment of women in export-oriented industries exploits the "comparative advantages of their disadvantages". (Pratima Paul Majumder, 2000)

All the findings state only about employment and empowerment in women but none of them are not filling the gap of how male employees engage in industries like apparel industry or empowering males in the apparel industry. Therefore, the purpose of this research report is to search on the solutions to empower men in the apparel industry by recruiting males who are not engaging in a permanent, legal, and safe insured jobs and the males who are

seeking for a job in apparel industry. Also the changes in literacy levels, working environments, social status differences factors among the men are and how it has affected to the research.

Significance

The researches opt for do this research "The impact of men empowerment in apparel industry" under the section of OB related areas such as organizational culture, personality, leadership'. To carry out the further proceedings of the research the researcher chose KSA theory as researchers' foremost theory and Hofstede's Cultural Dimension theory, Employee Engagement theory and Herzberg's theory of motivation as research's external theories.

1. *Theoretical:* KSA theory was developed by Benjamin Bloom in the 1950's and he was a behaviourist and founding father of competency-based learning, posited three "domains" of learning that have since become theory.
2. *Practical:* The three levels of managers operational, tactical and strategic level. However, the men in the apparel industry can be employed in either level. The already existing managers can practically understand the needs of new employees and how they should be empowered.

Research Questions

The 3 examined research questions will be what are the quantities of male employees in Sri Lanka engage in the apparel industry, what the reasons for decrement of male employees in the apparel industry and what are the corrective actions to empower and engage male employees into the apparel industry?

Objectives of the study

This research is mainly focussing on understanding the quantities of male employees in Sri Lanka, identify the

reasons for decrement of male employees in the apparel industry. and to suggest the corrective actions to empower and engage male employees into the apparel industry.

Scope of the Study

The textiles and apparel industry is an ancient one. The industry experienced relatively slow development and a lack of progress until the industrial revolution, when production of textiles and apparel was significantly altered by technology, including the cotton gin and pedal-powered sewing machines. The apparel side of the industry is still primarily done with human labour (humans operating sewing machines, etc.).

The wearing of attire is only a human trademark and is a component of most human social orders; however, it isn't known precisely when different people groups started wearing clothes. Anthropologists believe that animal skins and vegetation were adapted into coverings as protection from cold, heat and rain, especially as humans migrated to new climates. Textiles can be felt or spun fibres made into yarn and subsequently netted, looped, knit or woven to make fabrics, which appeared in the Middle East during the late Stone Age. (Wikipedia 2019)

Apparel industry has been the Sri Lanka's largest gross export earner since 1986 and accounted for more than 52% of total export earnings of the country. Sri Lanka as a garment export has shown signs of improvement in many respects yet even at present, the quota system covers more than 52% of the country's apparel exports. Besides dependence on the quota system, there are weaknesses in the domestic industrial and export structure, labour markets, rigidities and strong competition in international markets. (Dheerasinghe, 2009)

Employment is a relationship between two parties, usually based on a contract where work is paid for, where one party, which may be a corporation, for profit, not-for-profit organization, co-operative or other entity is the employer and the other is the employee. (Employment, 2019)
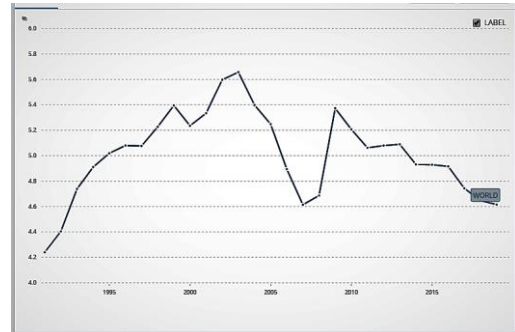

Figure 1.1 Participation rates of unemployment in World
Source: Unemployment rate male, 2019

Figure 1.1 shows the participation rates of unemployment male labour force in entire world that in 1991 it was 4.242%. It reached its peak in 2003 and it was 5.654% and in 2018 it was 4.651%. (Unemployment, male 2019)
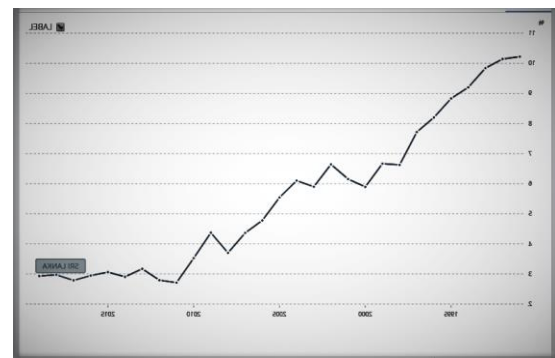

Figure 1.2 The participation rates of employment in Sri Lanka
Source: Unemployment rate male, 2019

In the figure 1.2 shows the male unemployment labour force in 1991 it was 10.219% and it was diminished in to 2.973% in 2018. (Unemployment, male, 2019)

"Empowerment" is elucidated as A management practice of sharing information, rewards, and power with employees so that they can take initiative and make decisions to solve problems and improve service and performance and it is based on the idea that giving employees

skills, resources, authority, opportunity, motivation, as well holding them responsible and accountable for outcomes of their actions. (empowerment, 2019)

In the apparel industry women are dominating in the percentages as per the one of the main companies in the apparel industry in Sri Lanka the MAS Holdings state that "With over 70% of their team being female, they provide women with a safe and secure work environment where women can thrive in their careers and personal lives. Women empowerment at MAS begins with capacity building on multiple levels. (Women go beyond 2019).

When researching about men empowerment in apparel industry it is not enough only to reckon at apparel industry and for that we have to observe other industries too. Research should compare it with other industries. Also to get a brief idea on how men proliferate in other industries and to acquire knowledge on how men's' taste varies on selecting a job.

The correlates and consequences of psychological empowerment among a group of 612 which includes 129-men and 483-women technically skilled, professional and managerial hospital employees. (Christine S. Koberg, 1999)

In the IT sector year-on-year increase in women managers are outstripped by the expand in the numbers of men working in programming/software and web development roles (17.4% and 20.3% respectively). Although the medium-term trend shows female numbers increasing in IT professional roles, the numbers of men working in these roles are increasing at a faster rate, so the female proportion of the IT professional workforce is still only 16.2% in 2018, (Workforce Statistics, 2018)

Table 1.1 Distribution of employed population

Sri Lanka%	Gender	
	Men	Women
Sri Lanka	100%	100%
Agriculture	29.5	35.3
Industry	26.7	25.1
Services	43.8	39.5

Source : Sri Lanka Labour Force Statistics Quarterly Bulletin, 2013

According to the table 1.1 spread of employed population by main industry & gender second quarter 2013 as per the Sri Lanka Labour Force Survey. The highest percentage of men is in the service sector accounting for 43.8% of the labour force, while men in agriculture and industry account for 29.5% and 26.7%, respectively. (Sri Lanka Labour Force Survey, 2013)

In the transport sector here in Sri Lanka men representation is more than 97% in a country where 49% of its population is men. (Karunaratne, 2019)

After observing the whole background not only the apparel but also other industries the researcher found out that some of those industries are dominating by women employment and some of them are dominating by men also. But in every industry man are also employing. In this research researchers are mainly focussing on the empowerment of men in the apparel industry in Sri Lanka.

Literature Review

A. *Background*

Research study predominantly emphasis on the cultural factor of the organizational behaviour study, with the assists of Knowledge, Skills and Attitude Learning theory (KSA Learning theory). Study approached the impact of men empowerment on the apparel industry, with the consideration of increasing men

labour participation and empowerment of the apparel sector in Western Province Sri Lanka. In the past few decades Sri Lanka has rapidly changed their traditional agriculture - based economy to the industrial economy. New technologies, products, applications, concepts, so on and so forth, are emerging faster than ever in nearly all industries from the world market to local market. Due to these changes happening in the world, Sri Lanka also became a follower of the industrial economy.

Sri Lankan apparel industry largely emerged from the late 1970s, with the huge labour attraction. Most illiterate young individuals fasten with this industry, resulting in building new trade zones around the country. Not only in the Sri Lankan market, it is widely spreading around the world market with some major contenders like Brandix Apparel Ltd, MAS Intimates (Pvt) Ltd, Hirdramani International Exports Ltd so on. (Jayawardhana, 2016) Sri Lankan attire manufacturers & suppliers are supposed worldwide for manufacturing high quality moral fashion attire trusty by the long-lasting international fashion brands. Worn by quality aware customers everywhere around the globe, products belonging to these international brands are sourced and made in Sri Lanka as the South Asia's fashion and supply hub and international attire visionary.

Sri Lankan apparel industry is one of the most vital and dynamic contributors for Sri Lanka's economy. The industry has obtained a long period of time for its growth levels over the past four decades. The apparel industry of Sri Lanka bears 40% of the total exports and 52% of industrial products exports. (EDB, 2019) According to the figure (2.1) globally, the labour force participation rate for male and female aged 15 and over continues its long termly decreasing and it stands at 61.1 % in

2018, down by 1.5% points over the past decade. The deterioration in women's participation rate has been slower than that of men, resulting in a slight narrowing of the gender gap. (International Labour Organization, 2018)
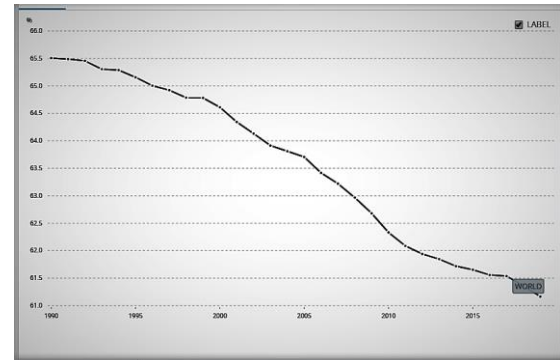

Figure 2.1 Labour Force participation rate
Source: International Labour Organization
(April 2019)

When it comes to the apparel sector, in the whole world women participation is relatively higher than contrast of the men participation for that sector. There are several reasons for it. However, the particular reasons are also being differ with each developing and developed countries, society levels as well. Considering women in the labour force and employment are generally lower than those of men and women are not comparable internationally, reflecting that demographic, social, legitimate systems, and cultural trends and norms. (International Labour Organization, 2019) Therefore, most companies are interested in researching the complications related to the industry, because it gives support to improve the quality of the performance of the company.

B. *Men Employment in Sri Lanka*

In Sri Lankan situations most of the young male individuals left their education in lower grades and joined to earn money from different activities which are illegal in sometimes. One of the major challenges that lift the economic and social prospects of Sri Lanka is increasing the women participation and closing the gender gap on

the total Labour force by overcoming social and cultural barriers. (Statistics, 2017)

Table 2.1 Distribution of the recruitments

Year	Total		Female		Male	
	No.	%	No.	%	No.	%
2015	1,226,395	100.0	460,487	37.5	765,98	62.5
2016	1,187,956	100.0	515,273	43.4	672,683	56.6
2017*	881,411	100.0	378,143	42.9	503,268	57.1

Source : Department of Senses and Statistics (2017)

The survey (Table 2.1) that was conducted by the Department of Census and Statistics in Sri Lanka, throughout the duration of 2015 to mid of 2017, percentage of female hiring increased sharply from 37.5 to 42.9 % by 5%. The gap of recruiting males and females was about 25% in 2015 and it was narrowed down to 15% in mid of 2017. These statistics are real evidence that the collaborating men employment rate is being low in Sri Lanka.

There are several reasons that can be identified for decreasing the level of men labour participating in Sri Lanka such as drug addicted youth, influence of the social media, foreign job market, increasing the rate of taxi drivers, increasing the rate of underemployment etc. Among all those situations, the worst scenario is rapidly increasing the number of taxi drivers (three-wheel drivers) who are below age 18.

C. Defining Empowerment

Empowerment can be defined in a number of ways. A management practice of sharing information, rewards, and power with employees so that they can take initiative and make decisions to solve problems and improve service and performance. Empowerment is based on the idea that giving employees skills, resources, authority, opportunity, motivation, as well holding them responsible and accountable for outcomes of their actions, will contribute to their competence and satisfaction. (Business Dictionary, 2019)

D. Men Empowerment in Apparel industry

There are respectable variations in women's access to the labour market across the countries at totally different stages of development. The gap in participation rates between male and females are narrowing in developing and developed countries. (International Labour Organization, 2018) While both men and women are affected by the challenges in the industry, female labourers tend to be more vulnerable to these risks than male labourers. (ICRW, 2017) However the modern apparel sector has always been dominated by women labour force than the males in every country in the world.

In Sri Lanka, year 2016 there were 13 free trade zones island wide with 134,956 employees, from them 70% were female workers. (Marcus, 2016) Gender-specific issues also are potent in encouraging garment employers to use additional females than men in their companies. These are some of the explanations that they give; females are additional patient and nimble at operating, ladies are additional manageable than men, females are less mobile and fewer probably to hitch a trade unions and they will do higher in stitching as a result of this job coinciding with their traditional jobs. (Pratima Paul-Majumder, 2000) In the meantime,

organizations should have to pay proper attention to the encouraging young energetic unemployed male group who are wasting their precious time and money on useless things such as drugs, social media etc.

E. Theoretical framework

Research study mainly focuses on three basic influences which are knowledge, Skills and Attitudes that are related to the KSA Learning theory which is the central theory of this research. Furthermore, it develops with the assists of theories as Hofstede's cultural dimension theory and Employee engagement theory.

1) KSA Learning Theory

KSA learning theory was developed by Benjamin Bloom in the 1950's and he was a behaviourist and founding father of competency-based learning theory, posited three'' domains'' of learning which are Knowledge, Skills and Attitudes that have since become theory. Those have become the main variables of this research as under mentioned.

Knowledge; According to the theory knowledge can describe as conditions of being aware of something. (Bloom's Taxonomy of Learning Domains, 2019) Also can be recognized as a cognitive or mental abilities used to retain and process information. The psychological or thinking area incorporates certainties. Knowledge comprises facts, information, and skills acquired through experience or education. Questionnaires of the research are specially considered on the respondent's educational level, knowledge of the IT, level of the English knowledge etc.

Skills; Skills can simply define as physical abilities that used to perform activities or tasks. This research mainly based on the particular individual's interpersonal skills relate to the apparel industry and the Oral and written communication skills etc. also

skills as observation, problem solving, creative thinking are assists to the different kinds of jobs in the apparel industry.

Attitude; Attitudes can depict feelings or emotions about someone or something. According to this research, attitude variable that indicates the behavioural attitudes of the particular target respondents which holds the important part among other variables. (Bloom's Taxonomy of Learning Domains, 2019) Research based on a simple questionnaire that covers some attitudes of men's behaviour on Sri Lankan society.

F. Job Suitability

Suitable job in the apparel industry is the mediating variable of the research study. Questionnaires are covering the areas of respondent's current job situation with asking some questions about current job satisfaction, salaries, job type and so on. Also questionnaires cover the respondent's decision about if he is selected to an apparel industry job vacancy, which department is most suited for his qualifications and the respondent's interest for each department.

Methodology

This empirical study carried on organizational efforts towards to discover Organizational Behaviour related areas such as organizational culture, personality, leadership. This study sought to explore and identify the impact of men empowerment of apparel industry and to be conscious about why men employment is lagging in apparel industry. Data collection and analyse may do with the unambiguous questionnaires. Mainly this research based on the deductive approach that on going with the theory and hypothesis are developed and tested due to the positivism and also positivism approach that employee empirical

methods to make extensive use of quantitative analysis.

The study involves predominantly on the review of the literature on the KSA Learning theory and furthermore Hofstede's theory of cultural dimension Employee Engagement Theory and Herzberg's Theory of motivation. This research defines the study type of descriptive, correlations, experimental and sub type of research question, hypothesis, independent and dependent variables and statistical analysis plan. The research design is the framework that has been created to seek an answer to research questions.

The target population of the study comprised the aged 18+ men who are not in Sri Lankan apparel industry including the employed and unemployed males, who are in the society. The sampling technique of this research is Purposive sampling technique which is categorized under the non-probabilistic sampling method. In the pilot study the researches collected 20 responses from 20 questionnaires. The behaviour of respondents which located to the area of Ratmalana which is a main industrial city in Western province. The researches have replaced some questions due to the negative impact on the values of the research and the convenience of the research. And with that the researches collected the main study of 175 responses from 175 questionnaires which include open ended and close ended questions which consist of Likert type questions respectively. The behaviours of respondents which located to the whole area of western province. To validate the conceptual framework of KSA and its impact on men empowerment in the Sri Lankan apparel industry.

Data collection tools such as both primary data and secondary data had collected for this study. Questionnaires were used in this study to collect required primary data. Both Sinhala and English structured questionnaires distributed among the selected sampling frame of 175 males who are aged above 18 in the society which includes employed and not employed males in western province. For the secondary data we referred data that collected by means of extensive literature study that includes the research data bases (Research gate, Google scholar), research papers, newspaper articles, books and referred industrial reports as well. For the research data analysis techniques are regression, reliability, frequencies, correlations and etc. and the data analysing was done with the data collection tool which is the software of SPSS version 23. The Sobel test was done by the Sobel Test calculating website.
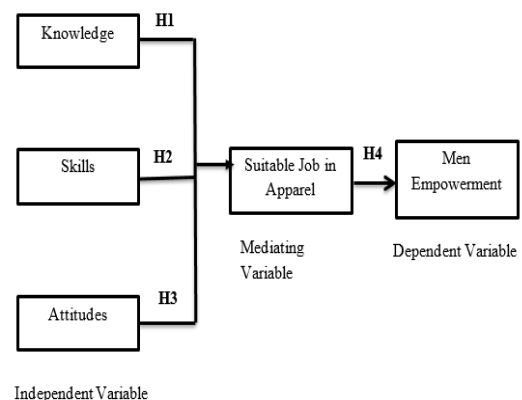
A. Conceptual Framework and Hypothesis

Figure 3.1 Conceptual Framework
Source : KDU IRC 2020

H1: Knowledge has an effect on suitable job in the apparel industry
H2: Skills has an effect on suitable job in the apparel industry
H3: Attitudes has an effect on suitable job in the apparel industry
H4: Suitable job in the apparel industry mediates the relationship of Knowledge, Skills, Attitudes on the men empowerment.

Data Analysis

A. Preparation of data for analysis

The pilot study was based on 20 survey Questionnaire responses. Frequencies of each variable are normally distributed among the 20 responses. Also the results of the pilot study are valid through the reliability and the validity analysis in SPSS version 23 (Nie, Bent & Hull, 1970). However, some questions were removed due to those questions did not tap the exact motive of the research study, appropriately data cleaning was done.

Through the survey the authors received 175 questionnaires. In addition, 0 outliers were found from the SPSS box-plot analysis. The researchers found no missing data while analysing the data by using the SPSS in this research study. A scale was developed to measure men empowerment.

B. Descriptive Statistics

Descriptive modelling methods such as maps and bar graphs are used to evaluate solutions to the general questions and statistical problems. Assumptions and statements are based on that descriptive statistics which are including three independent variables (Knowledge, Skills, Attitudes), mediating variable (Job suitability) and the depending variable (Men Empowerment in apparel industry). Referring to questionnaire, question no. (8.5) the study discussed the frequency of men respondent acceptance of the offer from the apparel industry.

C. Inferential Statistics

1) Normality:

In the case of skewness, the agreed values should be within-1 to + 1 and in the case of kurtosis between-3 to + 3 for the normal distribution of the variables (Hair, et al., 2009). The researchers tested the normality of the data and the Skewness and Kurtosis values of each variable including their standard errors using SPSS are given in the table below.

Table 4.1 Skewness and Kurtosis
Source : KDU IRC 2020

	IV 1 Know ledge -e	IV 2 Skill- s	IV 3 Attitu de-e	MV 4 Suita ble-e Job	DV Men Empow erment
Skewness	-.214	-.227	-.227	.129	.329
Std. Error of Skewness	.184	.184	.184	.184	.184
Kurtosis	-1.269	-.520	-.520	-.551	-.133
Stud Error of Kurtosis	.365	.365	.365	.365	.365

According to the study findings, both parameters are of an acceptable level of skewness and kurtosis. The details are therefore assumed to be distributed approximately normally

2) Multicollinearity:

The tolerance value must usually be greater than 0.1 and if the tolerance is 0 then a perfect multicorllinearity is shown, while the tolerance 1 does not display multicorllinearity and the VIF should not exceed 10, Field (2005) has indicated.

All the tolerances of the variables are higher than 0.1 and when considering the all VIF values, they are less than 10, which show that all the values are reach to the perfect level.

Table 4.2 Multicollinearity
Source : KDU IRC 2020

Model	Collinearity Statistics	
	Tolerance	VIF
IV 1 K	.560	1.787
IV 2 S	.622	1.607
IV 3 A	.930	1.075
MV 4 SJ	.776	1.289

3) Reliability:

Alpha is the statistical tool of evaluating the reliability of a sample by Cronbach, et al. (1994), which if that value is greater than or equal to 0.6 it says that the data collected were fairly reliable and appropriate, according to Flynn, et al. (1994).

According to Cronbach, the variable of Knowledge of the current study is accurate but the other variables which are Skills, Attitudes, Suitable job and the Men Empowerment is not accurate (less accurate) because of their negative response of attitudes and the skills towards the sewing

Table 4.3 Reliability
Source: KDU IRC 2020

	Cronbach's Alpha	N of Items
IV 1 Knowledge	.899	4
IV 2 Skill	.300	4
IV 3 Attitude	.474	8
MV suitable job	.367	5
DV Men Empowerment	.400	4

4) Construct Validity:

Kaiser-Meyer-Olkin (KMO) can be used to determine the validity of the sample and KMO must usually be between 0 and 1. If the KMO is equal to 1 the data is appropriate (Kim and Mueller, 1978).

Table 4.4 Validity (KMO and Bartlett's Test)
Source : KDU IRC 2020

Kaiser-Meyer-Olkin Measure of Sampling Adequacy. Bartlett's Test of Approx. Chi-Square Sphericity Df Sig.	.601 132.650 10 .000

According to the study findings, KMO value is 0.6 so that it can be recognized as a scientifically valid data set.

5) Correlation:

The Pearson's correlation coefficient must vary from-1 to + 1 for a good correlated relationship. The correlation coefficients in the current study are shown in the table 4.5.

Table 4.5 Correlations

Hypothesis	Pearson's correlation	Significance
HI	0.454	0.000
H2	0.374	0.000
H3	-0.077	0.308
H4	0.026	0.728

Source : KDU IRC 2020

Pearson correlation is positive for H1 (0.454) and thereby the Hypothesis H1 is accepted. The significance is 0.000 The Pearson correlation is positive for H2 (0.374) and thereby the Hypothesis H2 is accepted The significance is 0.000. Pearson correlation is negative for H3 (-0.077). Pearson correlation is positive for H4 (0.026) and thereby the Hypothesis H4 is accepted and the significance level is 0.728. So H1 and H2 are perfectly significant and the H3 and H4 hypotheses are normally significant in the data set.

6) Regression:

According to Baron et al. (1986), regression analysis must take three linear regressions into the consideration in three steps as described by methodology in the current conceptual framework, in which a mediating factor is proposed.

Table 4.6 Regression ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig
1 Regression	.733	1	.733	2.112	.000 b
Residual	60.001	173	.347		
Total	60.734	174			

Source : KDU IRC 2020

According to the table no 4.9 it can be observed that the overall regression model is significant where F=2.112 and p<0.05 under 95% of confidence level. So that it can be concluded that the linear regression in the above case is significant.

According to the beta values in the below table following equation can be derived which it states, a change of one unit in knowledge results a change of .136 units in the Men Empowerment keeping other variables constant and so on with the other variables.

Table 4.7 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.929	.385		5.006	.000
IV 1 K	.076	.057	.136	1.346	.180
IV 2 S	.022	.086	.025	.259	.796
IV 3 A	.161	.096	.131	1.669	.097
MV 4 SJ	-.032	.080	-.034	-.401	.689

Source : KDU IRC 2020

According to the table the significance value of the independent variables namely; Knowledge, Skills and Attitudes are significant because they are between the significant range of -1 to +1 according to the SPSS-IBM Knowledge centre website

7) Sobel Test:

Sobel p-values (Sobel, 1982) were used to test the significance of the mediating effect and indicate that the mediating effects for all three models.

Table 4.8 Sobel Test

Models		p- value
Knowledge	Suitable job in the apparel industry	0.965
Skills	Suitable job in the apparel industry	0.965
Attitudes	Suitable job in the apparel industry	0.967

Source : KDU IRC 2020

The reported p-values are drawn from the unit normal distribution under the assumption of a two- tailed z-test of the hypothesis that the mediated effect equal 0 I the population. +/- 1.96 are the critical values of the test ratio which contain the central 95% of the unit normal distribution.

Discussion and Findings

A. Achievement of the Research Objectives

1)Understanding the portion of male employees engages in the Sri Lankan apparel industry.:

The population of the males' portion is 2,993,000. The unemployed rate of males in 2017 is 2.9% in every sector in Sri Lanka. (Statistics D. o., 2018) It is 12.5% in Sewing and machine operating on male recruitment (Statistics D. o., Sri Lanka Labor Demand Survey, 2017). Above findings depicts that the portion of male employees engage in apparel industry is very low.

2)The reasons for decrease of male employees in the apparel industry:

Identified that sewing skills of males are very low and the knowledge about the

apparel industry is very low in the society. No idea about having lot more jobs other than sewing which can be done by the males also. Another reason is that the negative attitudes towards the apparel industry which leads to the decrement of male employment.

3)The corrective actions to empower and engage male employees into the apparel industry:

Males who are educated up to G.C.E. Advanced level and completed their tertiary education can be employed in the Administrative/ Strategic level and the Executory/Tactical level. The ones who are have not completed their education up to Advanced level can be employed in the Operative / First-line level employees. Males can be employing according to the skills of sewing, machine operating, driving and various other skills.

Conclusion and Recommendation

A. Implications

1) Methodological Implications:

After the analyses based on the responses of the respondents the researchers understand the theory is influence and the improvement can be applied to industries which are similar to apparel industry. The hypothesis which was made by the researchers is been proven to males of western province in the Sri Lanka.

2)Managerial Implications:

Sri Lankan males are now tending to addicted to drugs and they are becoming victims of the abyss and most of males are involving in these illegal activities due to their unemployment. If these people can be categorized according to their skills and their desires in the jobs in the apparel industry men can be empowered in the apparel industry. Future perspectives can help potential managers of male gender to collectively connect knowledge, skills and

attitudes when seeking job-related incentives and higher responsibilities.

B. Limitations of the study

The mediating variable the researchers produced does not recognized in the KSA learning theory therefore the mediating variable which is the suitable job in the apparel industry is limited only to this research. After the survey collected the researches did not investigate further on so the changes of perception are limited in this research. This research the sample is limited to the size of 175 and the sampling technique is non-probabilistic to capture the purpose of the study group therefore this research cannot easily generalize to the other study settings

C. Recommendation to further research

For the future researches this can be placed comparative into the other industries such as Agriculture, IT-BPO, Logistics and transport with quantitative study and at different levels of men empowerment can be done. And this research should be pay more attention on deeply explaining each factor by using qualitative analysis methods such as interviews or focus groups. In terms of the sample size, a small sample of 175 respondents is not adequate in most of the instance. Usually researchers are taken 300 respondent sample for get the more accuracy in research. This can be carry on from western province region to a considerable sample size should be used for an effective representative of the entire study population chosen from different provinces rather than choosing one province only. Simply researcher is recommending to get larger sample size in future researches based on this study.

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Abbreviations

EDB – Export Developing Board
EPZ- Export Processing Zones
ICRW- International Centre for Research on Women
IFC- International Finance Corporation
ILO- International Labour Organization
KSA- Knowledge, Skills and Attitude
OB- Organizational Behaviour
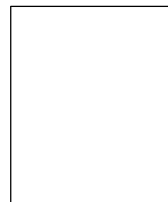
Author Biographies

DR Perera is a senior lecturer in the department of management and finance. Her research interests include organizational culture, benefit management in organizational projects and legal aspects of business.

Author is a third year undergraduate of BSc in Logistics Management Degree program conducted in General Sir John Kotelawala Defence University Sri Lanka. Her research interests include cultural factor of the organizational behaviour study and KSA Learning theory.

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